

FFANY

Presents

**NEW
YORKSHOE
EXPO**

**FFANY
MARKET
WEEK**

**February 5-7, 2019 Application
TUESDAY - THURSDAY**



WARWICK

NEW YORK



DEADLINE

NOVEMBER 26, 2018

FOR SAME ROOM AS

DECEMBER 2018

PREMIER ROOMS & SUITES

FIRST COME-FIRST SERVED AFTER MONDAY, NOVEMBER 26, 2018

APPLICATION MUST BE ACCOMPANIED WITH PAYMENT
IN FULL TO BE PROCESSED.

INCIDENTALS AVAILABLE AT NO ADDITIONAL CHARGE;
DOUBLE NESTING SHELF, SPOTLIGHT AND WIRELESS INTERNET

SUITES INCLUDE THE ABOVE PLUS EXTRA DOUBLE NESTING SHELF, SPOTLIGHT
AND HIGHBOY TABLE

BED REMOVAL AVAILABLE LABOR FEE \$275 PER BED

Authorized Venues
Warwick New York
FFANY Member New York Showrooms



February 5-7, 2019

All Exhibitors Must Fill Out this Show Information Page

Directory & Mailing Information

INFORMATION WILL BE PRINTED IN DIRECTORY

W M C A

Please print clearly and check category: Women's, Men's Children's & Accessories.

Company Name _____

Address _____

City /State /Zip /Country _____

Telephone _____ Fax _____

email _____ website: _____

Show Contact & onsite email (not published in book) _____

Directory Listings

BRAND names and/or COMPANY names - Please Check Categories: Women's, Men's Children's & Accessories

W M C A

_____ Brand website _____

_____ Brand website _____

_____ Brand website _____

_____ Brand website _____

_____ Brand website _____

ID Sign (8.5x11) Information BELOW will be printed on your sign

In order to obtain proper positioning for your company please answer the below items:

Please provide 3 retail customers that carry your brand. Please check box if you offer Immediate Deliveries

- Women's Product Categories**
- Salon
 - Bridge
 - Boots
 - Contemporary
 - Junior
 - Comfort
 - Casual
 - Dress
 - Sport
 - Handbags
 - Accessories
 - Publication/Industry Service
 - Branded
 - Private Label
 - Children's
 - Made in USA
 - Sneakers

Please check if your company sells the following: Narrow sizes Wide Sizes Size 5 or under Size 12 +

- Men's Product Categories**
- Loafers
 - Dress
 - Oxfords
 - Boots
 - Sandals
 - Sneakers & Athletic
 - Casual
 - Slippers
 - Clogs & Mules
 - Boat Shoes
 - Insoles & Accesories
 - Youth
 - Branded
 - Private Label
 - Children's
 - Made in USA

Please check if your company sells the following: Narrow sizes Wide Sizes Size 6 or under Size 14 +

Breakdown Thursday, February 7th at 4:00pm

New Venue

Warwick New York 65 West 54th Street (54th & 6th Ave.) New York, NY 10019

Participation Fee is Required in Full with Application.

Room assignments will be made on a first-come, first-served basis. FFANY Members Only!

Bed Removal Available at \$275 per a bed - Check-In Time 3PM

**PARTICIPATION FEE INCLUDES: DOUBLE NESTING SHELF, SPOTLIGHT, SMALL ENTRY DISPLAY TABLE, INTERNET
SUITES INCLUDE: THE ABOVE PLUS EXTRA SHELF, SPOTLIGHT AND HIGHBOY TABLE**



Premier Room



Premier Suites



The Ave Suites



Signature Suites

Please check to request Bed Removal - Payable to Warwick New York

Please check to request same room as December 2018

FULL PARTICIPATION FEE TO FFANY WITH SIGNED APPLICATION

Credit card or check same price. Wire transfer fees apply. **FFANY Fee**

<input type="checkbox"/>	Premier Room 280-300/sf.....	<input type="checkbox"/> \$1700
<input type="checkbox"/>	Two Premier Rooms 560-600/sf.....	<input type="checkbox"/> \$3050
<input type="checkbox"/>	Premier Suites 750-800/sf.....	<input type="checkbox"/> \$3200
<input type="checkbox"/>	On The Avenue Suites 950/sf.....	<input type="checkbox"/> \$3500
<input type="checkbox"/>	Signature Suites 800-1200/sf.....	<input type="checkbox"/> \$3500
<input type="checkbox"/>	Meeting Room Participation Fee	<input type="checkbox"/> \$1900

PAY ROOM NIGHTS DIRECTLY TO WARWICK HOTEL

*Please note hotel rates can change when block is sold out.
The Warwick will charge a one night non-refundable deposit in advance

+ \$ 269	x 4 nights +tax
+ \$ 538	x 4 nights +tax
+ \$ 895	x 4 nights +tax
+ \$ 995	x 4 nights +tax
+ Call for Availability	
+ Room rates paid to Warwick	

Warwick New York Hotel Room Rates and Reservation Form

All rooms must be booked for at least 4 nights. Check-in is Monday February 4th after 3:00pm. The show closes on Thursday, February 7th at 4:00pm but your 4 nights include your room until Friday, February 8th until 12:00pm. The Warwick New York hotel will charge an additional room night if you check-out after 12:00pm on February 8th. **To reserve your exhibit room, the Warwick New York will charge one night non-refundable fee in advance on the credit card form provided below. Upon check-in, the Warwick will charge you directly for all remaining nights, taxes and incidentals that you may incur. If you would like to pre-pay all 4 nights please ask for a pre-authorization form. Your room assignments and incidental forms will be forthcoming by FFANY via e-confirmation show kit. If you require additional nights, please specify early or late check-out dates on convention requirement form included in show kit. All additional incidentals, spotlights, bedtoppers, tables, chairs etc, must be ordered by the exhibitor.**

Warwick New York Credit Card Authorization Form

This Credit Card Authorization form for WARWICK NEW YORK must be completed before E-Confirmations can be sent.

Company Name _____

Card Holders Name: First Name _____ Last Name _____

Credit Card # _____ Expiration Date _____

Payment Method: Visa Mastercard American Express Phone # _____

Amount \$ _____ (1 night stay +tax) Authorized Signature (REQUIRED) _____

The Name of the First Person who will be checking in Hotel _____

FFANY AD SPECS

Directory Booklet and Digital Ads

February 5-7, 2019

Show Directory

Cost: \$600 Page | \$1000 Two Ads | \$1500 Two Page Spread
Deadline Wednesday, January 2, 2019

Contact: Phyllis Rein 212-751-6422 x4

All Ads must be labeled with your company name and date.

Please send ads to communications@ffany.org in pdf format for approval



DIRECTORY AD FORMAT FOR SHOW BOOKLET: PDF ONLY!

Email high-resolution CMYK PDF/X-1a with full marks and bleeds directly to communications@ffany.org

- 1) BLEEDS** - Please use size 6.25 x 9.25 or 6" +.125 bleeds on each side x 9" + .125 bleeds on each side.
 - AD SIZES** - All ads created to exact size specifications **6"x9"**. No important live matter within 1/4" of gutter-trim.
 - FONTS** - Black type on white background should be defined as 100% black ONLY. Do not use "true black" or "rich black."
 - PHOTOS** - All 4-color scans must be 300 dpi in CMYK. All B/W scans must be 300 dpi grayscale.
- NOTE: Resizing a low-res graphic to 300dpi in Photoshop does not increase its resolution. It must be created at 300dpi (or better) AT THE ORIGINAL SIZE. Results of a resized low-res cannot be guaranteed.*

- 2) Logo for FFANY Website-Corporate & brand logo to be included on FFANY website**
- DIMENSIONS** - Minimum width 300 px, maximum width 1000 px. No larger than 500 kb
- FILE FORMAT** - JPG or PNG. Transparent or white background.

- 3) Digital Ad for FFANY Website-Digital ad separate artwork for mobile friendly devices**
- DIMENSIONS** - 1200px wide by 1360px height
- MINIMUM FONT SIZE** - 36 px
- FILE FORMAT** - JPG @72 DPI



The Fashion Footwear Association of New York has approved the following rules for FFANY Fashion Market Week to be held at The Warwick New York

1. All contracts must be accompanied by full payment of the participation fee. Payment must be made by check drawn on US Bank, wire transfer or credit card. There will be a \$50 charge for all checks that are returned to FFANY. Replacement checks must be certified and sent overnight. Wire Transfers must include the \$50 wire service fee.
2. The exhibitor/participant collectively and individually shall be and is accountable to The Warwick New York for any and all damages done to the property or person, their guests, visitors, customers and other persons who enter the premises occupied by the exhibitor during the FFANY Fashion Market Week. The participant assumes complete responsibility and liability for all injury, loss, damage or destruction of all property of The Warwick New York used by the participant, his agents, representatives, employees or guests brought upon The Warwick New York premises on his behalf or the property of the participant and his guests. The participant indemnifies and agrees to hold harmless the Fashion Footwear Association of New York, its operating agency, The Warwick New York, their officers, directors or employees, and the corporate or other entity owning and/or operating the hotel, the representatives or these parties, from any and all responsibilities or liability whatsoever arising from injury to any person or for loss or damage to or theft of any property belonging to the participant or any person or persons while in transit to or from the Show Hotel or otherwise
3. **EXHIBITORS ARE PERMITTED TO REQUEST BED REMOVAL OUT OF A EXHIBIT ROOM FOR A FEE OF \$275 PER A BED. JANUARY 3, 2019 IS THE DEADLINE TO ADVISE FFANY THAT YOU WANT TO UTILIZE THIS SERVICE. THE WARWICK WILL AUTOMATICALLY CHARGE THIS TO YOUR CREDIT CARD ON FILE, PROVIDED AT CHECK-IN. AFTER JANUARY 3, 2019, THE WARWICK NEW YORK HAS THE RIGHT TO DENY THE REQUEST OR CHARGE ADDITIONAL FEES FOR THIS SERVICE. UNREASONABLE GUEST ROOM FURNITURE MOVEMENT IS PROHIBITED BY GUEST EXCLUDING MOVEMENT OF CHAIRS AND LIGHT FURNITURE, IN KEEPING WITH REGULAR GUEST USE. SHOULD ANY SIGNIFICANT FURNITURE (I.E. COUCHES, ARMOIRES, CHESTS) MOVEMENT TAKE PLACE, A FEE OF \$350 PER ROOM OR AREA OF SUITE WILL APPLY. IN ADDITION TO THE SERVICE FEE, YOU ARE RESPONSIBLE FOR STORAGE FEES FOR 4 NIGHTS FOR ANY ADDITIONAL REMOVED ITEMS.**
4. FFANY shall be without liability of any kind to the participant if the participant is assigned display space at the beginning or at any time during the Market Week or if the participant be in possession of such space and the trade show be interrupted or terminated.
5. Show Management, in its sole discretion will determine whether a prospective exhibitor is eligible to participate in FFANY NYSE at the Warwick New York.. Exhibitors may be required to submit a description of the nature of their business and the items to be exhibited. Show Management reserves the right to refuse to any company, individual whose display of goods or products is not, in the opinion of Show Management, compatible with the general character and objectives of the FFANY show.
6. Official FFANY badges must be worn by exhibitors at all times on show premises.
7. All exhibits must be open and manned for business during FFANY's published hours. Exhibitor may not close down until show management officially closes.
8. Cancellation by exhibitor must be received in writing by show management with evidence of receipt. An Exhibitor who **Cancels prior to December 15, 2018** will be assessed 100% penalty for participation fee and will be charged by the Warwick New York for one-night non-refundable deposit. **Cancellation of space after December 15, 2018 will be assessed 100% penalty for participation fee and charged by the Warwick New York four-nights non-refundable cancellation fee. (NO EXCEPTIONS)**
9. Room(s)/space assignments will be made on a first-come, first-served basis by FFANY when participation fee in full is received. Show Management specifically reserves the right to assign exhibit rooms, change the floor plan or to move an exhibitor to another room location, prior to or during the FFANY show without prior notice.
10. If the violation of any of these rules or by the existence of any condition not previously known to FFANY occurs, FFANY reserves the right of cancelling or closing room(s)/space assigned with no legal liability whatsoever to be incurred by FFANY.
11. In the event space previously assigned to an exhibitor is not available FFANY reserves the right to reassign display space to exhibitors.
12. To protect FFANY or its operating agency and The Warwick New York from liability whatsoever arising from any acts of conduct of omission or commission by exhibitors, their agents, guests, customers, visitors, etc., FFANY without prior notice of exhibitors, expressly reserves the right to modify, supplement, add to or change the rules, as they deem necessary and required for the efficient operation of the show.
13. The FFANY Directory will be as accurate as possible but FFANY and its operating agency take no responsibility for any inaccuracies, omissions or trademark infringement.
14. **NO OUTSIDE FOOD IS PERMITTED ON THE HOTEL PREMISES.** No entertainment, models or passing out literature will be permitted that will disrupt the normal course of doing business at the show. Written approval of FFANY must be obtained prior to the distribution of all publications, advertising materials, signs, etc.
15. All exhibitors will be billed directly by the Warwick New York hotel, for 4 nights. In addition, rental charges for incidentals must be paid directly to The Warwick New York and or Springboard. Exhibitors must advise FFANY management via convention requirement form in confirmation kit, for earlier arrival or later departure. Rates and availability apply.
16. **SPOTLIGHTS CAN BE ORDERED THROUGH SPRINGBOARD DESIGNS OUTSIDE LIGHTING IS PERMITTED BY THE WARWICK NEW YORK. ADDITIONAL POWER MUST BE ORDERED FROM THE WARWICK NEW YORK TO ACCOMMODATE THE HIGHER WATTAGE. FEES WILL APPLY IF CIRCUIT BREAKERS ARE TRIPPED.**
17. Any and all damages to any room(s)/space, or to any of the property of the hotel, will be paid for by the exhibitor involved and may result in The Warwick New York management closing of the respective exhibitor's room(s)/space.
18. No merchandise or large display materials may be shipped to The Warwick New York prior to the FFANY Market Week without expressed approval from The Warwick Director of Convention Services. Springboard Design will be the official I & D Decorator for FFANY. Shipping instructions will be provided in FFANY confirmation kit.
19. The maximum liability of FFANY by virtue of this agreement or otherwise is the refund of the exhibitor participation fee paid to FFANY in the event FFANY Fashion Market Week is cancelled for any reason whatsoever.
20. FFANY shall not be responsible for failure to perform this contract if circumstances beyond their control, including, but not limited to: Acts of God, shortage of commodities or supplies to be furnished by the Warwick New York, governmental authority, or war in the United States that makes illegal or impossible for the Warwick hotel to hold the event.
21. Decorating/display material must be flame-proof in accordance with Fire Dept. Regulations. Exhibitors must comply with rules & regulations of the New York Fire Dept.
22. **FFANY nor the Warwick New York are responsible for any valuables that may be lost or stolen from the hotel room during show hours. Please put all valuables in the safe located in your hotel room.**
23. Any and all matters or questions, not specifically covered by the Rules & Regulations shall be subject solely to the decision of Show Management. Show Management reserves the right to make changes, amendments and additions at any time without prior notice. Show Management rulings will be final.
24. The Warwick New York and/ or FFANY will NOT be responsible for any losses obtained by the exhibitor due to its decision to keep their room unattended while its door is open during the FFANY New York Shoe Expo, except for any losses which result from the negligence or willful misconduct of the Hotel.
25. **NO SMOKING PERMITTED ON WARWICK NEW YORK PREMISES AND WARWICK STAIRWELLS. STRICT PENALTIES WILL BE ENFORCED.**
26. Warwick New York is liable for any damages that occur to an exhibitor that may stem from the structure of the building. Any exhibitor who deems damages must notify FFANY Management, as well as, an official Warwick New York representative. A claim/report must be made at the time of the incident, in which pictures will be taken, and merchandise reviewed. Fashion Footwear Association of New York is hereby released of any claims that may be brought against them due to losses from the exhibitor.
27. Show Management makes no representations or warranties, express or implied to exhibitor regarding the condition of the exhibition facilities or the utilities provide by the exhibition facilities, or the success of the exhibitor's efforts for which the exhibit space will be used or to the number of Show Attendees (Retailers) or the demographic nature of such attendees.